



BIG BUCKS, NO WHAMMIES! UBISOFT® SHIPS PRESS YOUR LUCK® VIDEO GAME

Press Your Luck® 2010 Edition Now on Store Shelves

SAN FRANCISCO – November 5th, 2009 – Ubisoft today announced the official launch of Press Your Luck® 2010 Edition. Currently available for the Nintendo Wii™ system, the Nintendo DS™ system and Windows-based PC, Press Your Luck® 2010 Edition features single- or multiplayer modes so that more people can get in on the fun and play together. Additionally, the game allows players to design and customize their own personal avatar. The game has been created by Ludia and is licensed by FremantleMedia Enterprises (FME).

Press Your Luck® is a true-to-life revival of the famous game show from the 80's rendered with a dynamic new design. Players assume the role of one of the three contestants competing to win by answering a series of trivia questions correctly, to earn "spins" on the Big Board of cash and prizes. All of the elements of the original TV game show, including thousands of general knowledge trivia questions to challenge players, are included, as well as animations of the memorably mischievous Whammy character to punctuate the game. Whichever player ends the game with the highest earnings wins, while successfully avoiding the dreaded Whammy or risk losing it all. Additionally, there are a host of special unlockable items to reward players for progress in the game.

Consumers can play mini-games that replicate the game show experience, as well as enter for chances at real prizes at the Press Your Luck 2010 Edition website at www.gameshowvideogames.com, which also include The Price is Right® and Family Feud®.

About Ubisoft

Ubisoft is a leading producer, publisher and distributor of interactive entertainment products worldwide and has grown considerably through a strong and diversified line-up of products and partnerships. Ubisoft is present in 28 countries and has sales in more than 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. For the 2008–09 fiscal year Ubisoft generated sales of 1.058 billion euros. To learn more, please visit www.ubisoftgroup.com.

About Ludia Inc.

Ludia creates and distributes cross-platform interactive entertainment with mass consumer appeal. Located in Montreal and founded by experienced industry players, Ludia's innovative and high-quality product portfolio consists of original and branded properties including *American Idol*®, *The Bachelor & The Bachelorette*, *Family Feud*®, *Hell's Kitchen*™, *Press Your Luck*™, *The Amazing Race*™, *The Price Is Right*™ and *Where's Waldo?*®. www.ludia.com

About FREMANTLEMEDIA ENTERPRISES & FREMANTLEMEDIA

FremantleMedia Enterprises is the brand extension arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment. It is a division of FremantleMedia, one of the largest international creators and producers of entertainment brands in the world with leading prime time drama, serial drama, entertainment and factual entertainment programming in over 40 countries worldwide. FremantleMedia is a subsidiary of RTL Group, Europe's largest television and radio broadcast company, which is 90% owned by Bertelsmann AG, an integrated media and entertainment company that commands leading positions in the world's media markets. For further information, visit <http://www.fremantlemedia.com>.

About FREMANTLEMEDIA NORTH AMERICA

FremantleMedia North America (FMNA) is the U.S. production division of global media giant FremantleMedia. Based in Burbank, California, FMNA produces entertaining and innovative programs for network, cable, syndicated and online platforms, including the Emmy-nominated musical/reality phenomenon "American Idol" (FOX), "America's Got Talent" (NBC), "Let's Dance" (ABC), "Can You Duet" (CMT), "The Chilli Project" (MTV), "Secret Girlfriend" (Comedy Central), "Let's Make A Deal" (CBS), "Family Feud" (syndicated), "Million Dollar Password" (CBS), and the longest-running game show in television history, "The Price Is Right" (CBS).

About "PRESS YOUR LUCK"®

First broadcast in 1983, Press Your Luck became a classic TV game show where contestants collected "spins" by answering trivia questions and then used the spins on an 18-space game board full of cash and prizes. It featured the animated Whammy character that included celebrity Whammies (Michael Jackson, Boy George and Tina Turner) as well as seasonal, sport Whammies and many more!

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